

## **Historic, Archive Document**

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## CUSTOMER SERVICE BULLETIN

### LONG-RANGE PROGRAM FOR BUILDING A COMMERCIAL COLLECTION

To be used as a guide in the purchase of orchid plants which should produce blooms at seasons when blooms are in greatest demand and command highest prices. The following examples are set up on commercial collections producing 500 and 5,000 blooms annually. The percentage breakdown of flowers for color and season is applicable to any number of flowers.

		Estimated	Annual	Cut
		5,000 flowers	500 flowers	
<u>WINTER SEASON</u> (December, January, February)				
24% of Annual Cut:		<u>1,200</u>	<u>120</u>	
<u>Color Breakdown:</u>				
Whites	12-1/2%	150		15
Whites with Colored Lip	12-1/2%	150		15
Lavender Hybrids	70%	840		84
Unusuals, Yellows, Others	5%	60		6
<u>SPRING SEASON</u> (March, April, May)				
48% of Annual Cut:		<u>2,400</u>	<u>240</u>	
<u>Color Breakdown:</u>				
Whites	15%	360		36
Whites with Colored Lip	15%	360		36
Lavenders, including 30% Mossiae in order to provide medium priced lavenders	65%	1560		156
Unusuals, Yellows, and Cymbidiums	5%	120		12
<u>SUMMER SEASON</u> (June, July, August)				
13% of Annual Cut:		<u>650</u>	<u>65</u>	
<u>Color Breakdown:</u>				
Whites	20%	130		13
Whites with Colored Lip	15%	98		10
Lavender Hybrids	60%	390		39
Unusuals, Yellows, Others	5%	32		3
<u>FALL SEASON</u> (September, October, November)				
15% of Annual Cut:		<u>750</u>	<u>75</u>	
<u>Color Breakdown:</u>				
Whites	15%	112		11
Whites with Colored Lip	15%	113		12
Lavender Hybrids	60%	450		45
Unusuals, Yellows, Bronzes	10%	75		7

This information is based on statistical experience over the past twenty years of orchid sales and demands of the major flower markets of the United States. The program outlined is followed at Rivermont.

Fall, 1952



